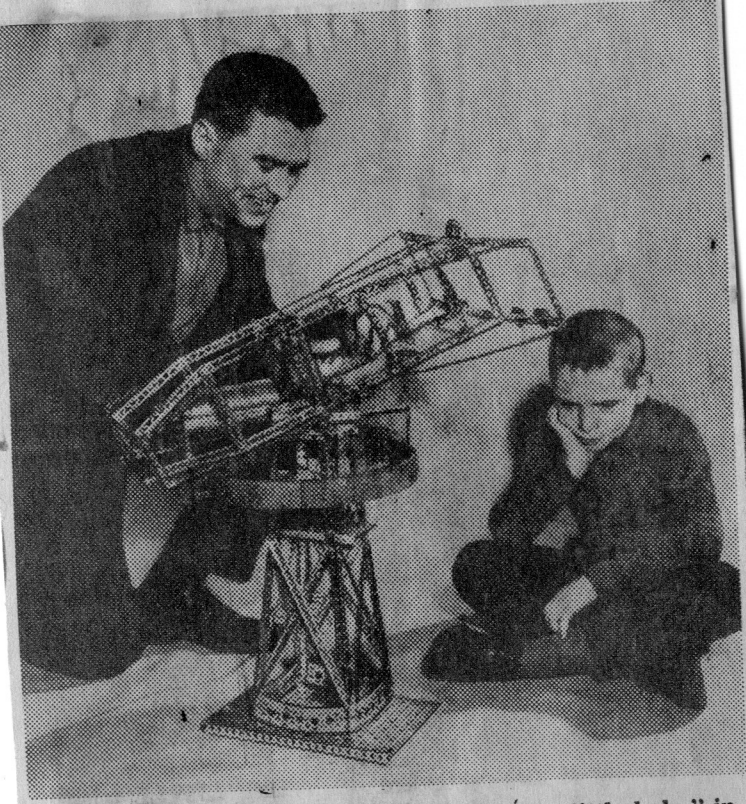


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Like Father, Like Son . . . but Building for Space Age



JUST AS SOON as dad finishes "giving him a little help," in building this revolving astronaut trainer, Junior will be able to have fun with his Erector set. Re-using the same parts, boys can build nearly anything imaginable.

Don't be concerned if you find a lunar drilling rig in the middle of the living room on Christmas morning.

While dad has fond memories of his Erector bridges and elevators, Johnny is more likely to spend his time building automatic rocket launchers, cherry-picker cranes and other models important to Cape Canaveral's space program.

These versatile toy sets have been sure of a place in Santa's bag since first introduced 49

years ago. The only changes have been in the addition of more parts, motors and new packaging.

Conceded the honor of being the most popular single boy's toy in America, the success of these multipurpose systems is largely attributed to their broad capabilities.

The first working model of the Bailey bridge of World War II fame was made with an Erector set specially flown to the British War Ministry.